



# MEMORANDUM OF UNDERSTANDING

AMONG

New Jersey Department of Environmental Protection  
And Members of the Lawn Care Industry

REGARDING

**The Healthy Lawns and Healthy Environment Initiative:  
Reducing Nutrient Losses from Lawns through a Public-Private Stewardship Partnership**

WHEREAS, Phosphorus has been identified as a parameter in excess in many waterways in the state contributing to water quality degradation in New Jersey;

WHEREAS, all of New Jersey's waterways and ultimately its residents would benefit from improved fertilizer application practices, and

WHEREAS, much of the loss of nutrients from fertilization of lawns occurs due to misapplication onto drives, sidewalks and curbs, which can best be prevented by a Stewardship Program approach that reduces the amount of material applied/misapplied so it cannot be lost due to off-target application and enter New Jersey waterways, and

WHEREAS, Members of the Lawn Care Product Manufacturing Industry, represented by among others, Lebanon Seaboard and United Industries will work diligently with the New Jersey Department of Environmental Protection, Rutgers University's Agricultural Experiment Station, the New Jersey Green Industry Council and the New Jersey Water Supply Authority to develop a scientifically based, environmentally beneficial and economically viable Stewardship Program to reduce nutrient losses from fertilized lawns.

NOW, THEREFORE, WE, THE UNDERSIGNED MEMBERS OF THE LAWN CARE PRODUCT MANUFACTURING INDUSTRY, DO HEREBY COMMIT TO:

➤ Achieve a 50 percent reduction in pounds of phosphorus applied in lawn care products in New Jersey Watersheds by 2010 as compared to a 2006 base year. These Manufacturers will self-report to the New Jersey Department of Environmental Protection's Division of Watershed Management at the end of each calendar year after 2008 the pounds of phosphorus sold at the retail level in the state as the measure of achievement of this commitment. Each manufacturer shall decide how it will achieve this goal. This goal and agreement are not endorsements of any lawn care product by any signatories to this Memorandum, but represent a

commitment by signatory corporations to achieve a 50 percent reduction in phosphorus application to lawns in New Jersey Watersheds states from use of their products by 2010.

FURTHERMORE, WE THE UNDERSIGNED SIGNATORIES TO THIS MEMORANDUM, COMMIT TO:

➤ Convene a technical group co-led by Members of the Lawn Care Product Manufacturing Industry, the Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, the New Jersey



Green Industry Council, the New Jersey Water Supply Authority and the New Jersey Department of Environmental Protection to develop a Stewardship Program to reduce fertilizer nutrient losses (nitrogen and potassium) in lawn care.

- Provide a summary of findings and recommendations by March 2009.
- Convene an education workgroup co-led by Members of the Lawn Care Product Manufacturing Industry, the Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, the New Jersey Green Industry Council, the New Jersey Water Supply Authority and the New Jersey Department of Environmental Protection to develop a Stewardship Program for lawn care.
- The recommended Stewardship Program for lawn care products will be finalized by July 2009.
- Develop consumer messaging and education about best application and management practices for use of lawn care products, through

such means as mass media campaigns and point-of-sale consumer education programs at major retailers.

Both workgroups will adhere to these principles:

- Continue to work together to promote public-private cooperation and partnerships to further address New Jersey's water quality and living resource goals.
- Use the strong public-private partnership established through this joint initiative as a model for additional cooperative efforts with other business and industry sectors.
- Continue to utilize the expertise and resources of the Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, the New Jersey Green Industry Council and the New Jersey Water Supply Authority staff in developing the Stewardship Program.

April 24, 2008

## SIGNATORIES

FOR THE NEW JERSEY DEPARTMENT OF  
ENVIRONMENTAL PROTECTION



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FOR THE LEBANON SEABOARD COMPANY



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FOR UNITED INDUSTRIES CORPORATION



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